

Arizona Star

02.10.2008

For boomers only

Boomeropia.com is a travel site for boomers and by boomers. It is the brainchild of Liz Dahl, a former travel agency owner and public relations consultant who continued to receive calls from her friends and colleagues about booking their vacations while she was running a PR firm full time.

It became apparent to Dahl that people older than 50 were not being catered to when it came to travel – the trips being advertised seemed to be geared toward a younger demographic and ignored the needs and desires of the more mature traveler.

Boomeropia compiles its content through research, the experiences of friends and editors, and sites that cater to an over-50 sense of adventure and recreation.

– Compiled by Margo Hernandez